

Eno River State Park Summary

Eno River State Park is located in the North District in Orange and Durham Counties.

Eno River State Park Visitors

In 2004, there were 298,989 visitors to Eno River State Park. Of those, 74 percent (219,135) were from Orange or Durham Counties (locals); 17 percent (51,988) were primary purpose, non-local visitors (visitors residing outside of Orange and Durham counties that are in the area for the primary purpose of visiting the park); and 9 percent (27,856) were casual use, non-local visitors (visitors to the park who are in the area for purposes other than visiting the park.) (Figure 3).

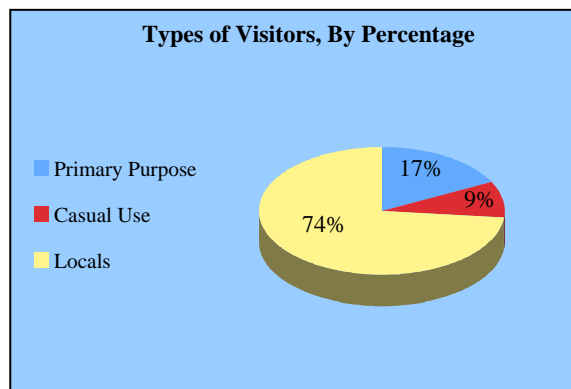


Figure 3. Eno River - Types of Visitors

Visitors typically enjoy hiking, fishing, and picnicking at the park (Figure 4).

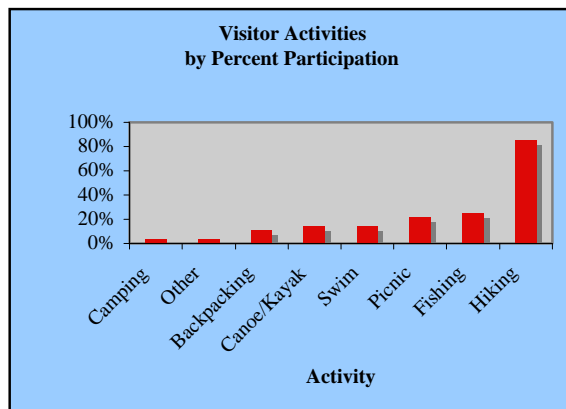


Figure 4. Eno River - Visitor Activities

Visitor Expenditures

Those individuals who reside outside of Durham and Orange Counties and visit the park create economic impact by infusing the economy with outside dollars. Primary purpose, non-local visitors spent an estimated \$797,152 while visiting the region. Much of that amount was spent on dining out, lodging, and on purchasing recreational equipment and supplies (Figure 5).

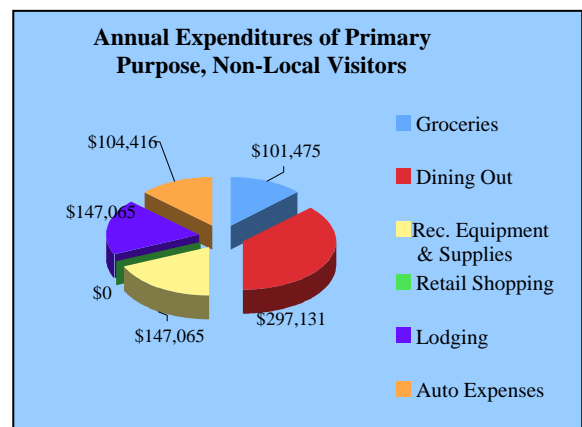


Figure 5. Eno River - Annual Expenditures of Primary Purpose, Non-Local Visitors

Economic Impact

Non-local park visitors that are primarily in the area to visit Eno River are especially important to the local economy. They bring and spend dollars from outside Durham and Orange counties that would not otherwise enter and impact the local economy. The direct expenditures made by these visitors, as well as the subsequent indirect and induced expenditures that follow as a result of their spending, have been measured to determine their impact on local sales, personal income, and employment.

Economic Impact of Eno River State Park

Impact on Sales

The impact on sales from the direct expenditures of primary purpose, non-local visitors totaled an estimated \$1,056,368. Most of this impact occurred in spending for dining out, lodging, and purchase of recreational equipment and supplies. (Figure 6).

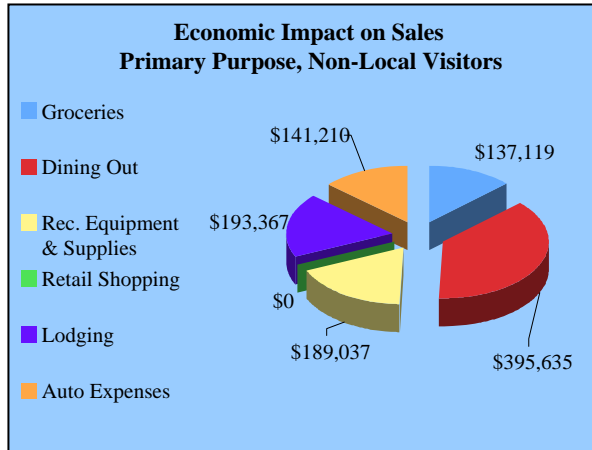


Figure 6. Economic Impact on Sales, Primary Purpose, Non-Local Visitors

Impact on Personal Income

The impact on personal income from the direct expenditures of primary purpose, non-local visitors totaled an estimated 428,034 (Figure 7). This is a measure of the economic benefit that local residents derive from expenditures made by non-local park visitors.

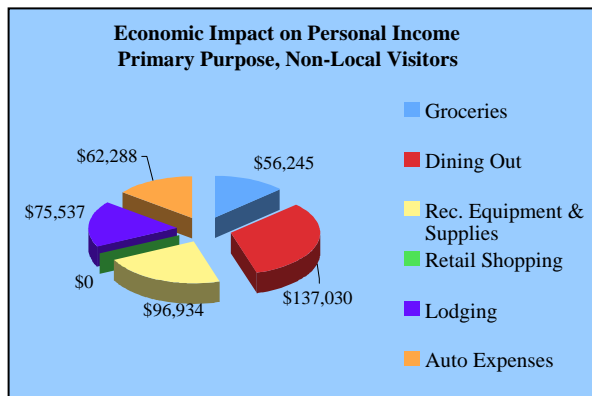


Figure 7. Eno River - Economic Impact on Personal Income, Primary Purpose, Non-Local Visitors

Impact on Employment

The impact on employment from the direct expenditures of primary purpose, non-local visitors totaled an estimated 19 full-time equivalent jobs in Durham and Orange Counties (Figure 8).

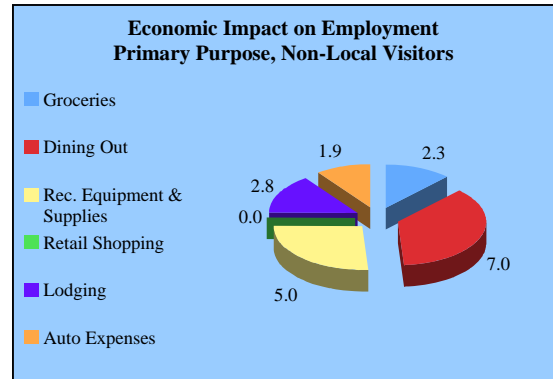


Figure 8. Eno River - Economic Impact on Employment, Primary Purpose, Non-Local Visitors

Overall Impacts

The economic impact of the park's operating budget also has a role to play in the overall economic impact of the park. During the period of data collection, the park's operating budget was \$505,469. Table 5 provides a summary of the overall economic impact of the park on sales, personal income, and employment.

Table 5. Eno River - Economic Impacts of Operating Budget and Overall Economic Impact

Impact Category	State Operating Budget	Overall Impacts
Sales	\$680,812	\$1,737,180
Personal Income	\$479,318	\$907,352
Employment	10.6	29.6

How the State's Investment Benefits Durham and Orange Counties

The state's operating budget for Eno River State Park signifies an investment. Part of the return on this investment is the economic impact created when visitors choose Eno River for their recreation. A measure of that return is in the "leverage ratio," or the number of dollars generated for local residents for every dollar invested by the state in net operating costs. For Eno River State Park, that ratio is 1:1.8. Therefore, local residents receive a benefit of \$1.80 for every dollar the state invests.